

10.18686/wef.v2i4.4582

Discussion on the Reform of Accounting Teaching in Colleges and Universities Under the Mode of Innovative Talent Training

Tianxing Dai

Hainan Vocational University of Science and Technology, Haikou, Hainan 571126

Abstract: The accounting industry plays a vital role in various fields. With the rapid evolution of society, the industry environment in which accounting professionals are located is increasingly complicated. This makes the society's demand for the quality of accounting talents constantly improve. In the process of training accounting students, higher education institutions should not only pay attention to the teaching of accounting skills, but also ensure that students can adapt to and meet the talent expectations of the society. However, the current accounting education mode in colleges and universities has exposed a series of problems, and the accounting talents cultivated by it also show certain defects. Based on this, this paper mainly discusses and analyzes how to carry out teaching reform in accounting teaching in colleges and universities under the mode of training innovative talents.

Keywords: Innovative talent training; University accounting; Teach

Introduction

Under the background of global economic integration and scientific and technological progress, the accounting industry is facing unprecedented challenges and opportunities. The traditional accounting teaching mode in colleges and universities can not fully meet the demand of modern accounting industry for high-quality and innovative talents. Therefore, it is particularly important to explore and innovate the reform of accounting teaching in colleges and universities under the mode of talent training.

1. The importance of accounting teaching reform under the mode of innovative talent training

1.1 Meeting the needs of social and economic development

With the rapid growth of China's economy and the continuous improvement of market economy, accounting as an important management tool of enterprise economic activities, its talent demand has shown a rapidly rising trend. Accounting talents should not only make achievements in theoretical knowledge, but also have good practical operation ability to adapt to the ever-changing economic environment. However, at present, accounting education in Chinese colleges and universities still has some shortcomings in personnel training, such as the curriculum is relatively old, the combination of theory and practice is not close enough, and the lack of enough practical teaching links^[1]. In order to better meet the needs of the society for accounting talents, it is necessary for colleges and universities to carry out in-depth reform of accounting teaching. First of all, the curriculum should keep pace with The Times, update the teaching content, and increase the knowledge teaching in emerging fields such as big data accounting and international accounting standards. Secondly, we should strengthen the combination of theory and practice, through the simulation of accounting operations, enterprise practice and other diversified teaching methods to improve students' practical work ability. Furthermore, attention should be paid to cultivating students' innovative spirit and critical thinking, encouraging students to participate in scientific research and practical activities, and stimulating their innovative potential.

1.2 Improve the training quality of accounting talents

Under the background of the current economic globalization and the rapid development of information technology, the cultivation of innovative talents is particularly important. Accounting, as an important field of economic development, needs to keep pace with The Times and carry out corresponding reforms in its talent training mode. The traditional accounting teaching mode focuses too much on the inculcation of theoretical knowledge, but neglects the cultivation of students' practical ability and innovative thinking. Accounting as a subject closely related to economic activities, its teaching content should keep up with the pace of development of The Times, timely reflect the latest accounting standards, financial rules and information technology application in the accounting field. In this way, the knowledge students learn in school

can match with the actual work needs, and improve their work adaptability after graduation. The traditional "cramming" teaching method is not conducive to cultivating students' active learning and innovative thinking ability. The interactive teaching methods such as case teaching, discussion teaching and project teaching should be promoted to stimulate students' learning interest and cultivate their independent thinking and problem-solving ability.

2. The development trend of accounting industry

The improvement of the comprehensive quality of accounting personnel is because modern accounting work is no longer just a simple digital processing work such as reconciliation and reimbursement, but needs to have advanced capabilities such as analyzing the financial situation of enterprises and predicting the future development trend of enterprises. This requires accountants not only to master professional accounting knowledge, but also to understand business management, marketing and other related knowledge, so as to better serve the development of enterprises^[2]. The importance of innovation ability in accounting industry has become increasingly prominent. With the rapid development of China's economy, enterprises are facing increasingly complex business environment, accounting work is also facing many new challenges. This requires accountants to have a sense of innovation and be able to constantly explore new working methods to adapt to the changing working environment.

3. Measures of accounting teaching reform in universities

3.1 Renew teaching idea

In the current social background of rapid development, innovation has become an important driving force to promote social progress, so colleges and universities should take the training of innovative talents as the core task in the process of training talents, especially in the professional field of accounting. The accounting major is not only to teach students the basic accounting theories and practical operations, but more importantly to cultivate students' innovative thinking and ability, so that they can adapt to the changing environment in their future careers. Accounting teaching in colleges and universities should re-examine and design the course system to ensure that the course content can keep pace with The Times and reflect the latest trends of accounting theory and practice. The curriculum should also pay attention to interdisciplinary integration, such as combining information technology and financial knowledge, so as to help students build a broader knowledge vision and thinking framework^[3]. In addition, the traditional lecture-based teaching mode may overemphasize the indoctrination of knowledge while ignoring the active participation and thinking of students. Teachers can adopt various forms such as case teaching, flipped classroom and group discussion to stimulate students' learning interest and cultivate their independent thinking and problem-solving ability. Moreover, as accounting is a highly practical subject, students can combine theoretical knowledge with practical operations and enhance their ability to solve practical problems through practical activities such as internship, practical training and case analysis, which is crucial for cultivating innovative talents. Universities should also provide students with a wealth of extracurricular resources and platforms, such as innovation competitions, research projects, academic exchanges, etc., which can inspire students to develop their potential and cultivate their innovative spirit and practical ability.

3.2 Optimize the curriculum

In the process of training accounting professionals, colleges and universities should constantly optimize and adjust the curriculum, and strive to make the course content more close to the actual work demand and social development trend. To this end, universities need to increase the proportion of practical and innovative courses. These courses should help students combine theoretical knowledge with practical practice and improve their ability to solve practical problems. At the same time, through the setting of innovative courses, the creativity and innovative spirit of students are stimulated, so as to reserve outstanding talents with innovative ability for the future development of the accounting industry. In strengthening the application of information technology in accounting teaching, colleges and universities need to make full use of modern information technology, such as big data, cloud computing, artificial intelligence, etc., to make accounting teaching more intelligent and efficient. By introducing advanced information technology tools and methods, we can change the traditional accounting teaching mode and improve the teaching quality and effect. In addition, colleges and universities should strengthen the information technology training of accounting teachers to ensure that they can skillfully use these technologies in teaching.

3.3 Improve teaching methods

In order to achieve the best teaching effect, colleges and universities should pay attention to adopting diversified teaching methods when carrying out accounting teaching activities. Case analysis is an extremely important teaching method. By analyzing specific accounting cases, students can more intuitively understand the theoretical knowledge of accounting and apply it to the solution of practical problems^[4]. This method can not only enhance students' understanding of accounting knowledge, but also improve their ability to analyze and solve problems. Group discussion is also an effective way to improve the interaction of accounting teaching. Through group cooperation, students can ex-

change their ideas and viewpoints with each other and jointly explore solutions to accounting problems. This way is conducive to cultivating students' teamwork spirit and improving their communication and coordination ability. Practical teaching is also an indispensable part of accounting teaching. Through practical teaching, students can apply the theoretical knowledge they have learned to practical operation, so as to deepen their understanding and memory of accounting knowledge. Practical teaching can be carried out through practice, practical training, experiment and other forms to meet the learning needs of different students.

4. Conclusion

Under the mode of cultivating innovative talents, the reform of accounting teaching in colleges and universities should pay attention to updating teaching idea, optimizing curriculum setting, improving teaching method and perfecting evaluation system, so as to cultivate students' innovative ability, practical ability and comprehensive quality. Colleges and universities should actively promote the reform of accounting teaching according to their own actual conditions, and train innovative accounting talents to meet the needs of social development.

References

- [1] Wang Ying. Reform strategy of undergraduate accounting teaching under innovative talent training mode [J]. Shanghai Commercial, 2022, (05): 202-204.
- [2] Dong Dalin, Zhou Xiaohua. Analysis of the teaching reform path of management accounting under the training mode of applied talents in colleges and universities [J]. Investment and Cooperation, 2021, (09): 193-194.
- [3] Jia Jinqian. Accounting teaching reform of higher vocational colleges under the innovative talent training mode [J]. Administrative business assets and Finance, 2021, (16): 123-124.
- [4] Huang Weichun. Research on accounting teaching reform of Higher Vocational Education under the Innovative talent Training mode [J]. Accounting study, 2021, (01): 178-179.

About the Author: Tianxing Dai, 1994.08, male, Han nationality, Hubei Province, Research direction: Financial Engineering Management.